

Universiti Teknologi MARA

**Application of Information Graphics in
Visualizing Data Through Local
Newspaper**

Anith Liyana bt. Amin Nudin

Design Report submitted in partial fulfillment of the
requirement for the Master Degree of
MA Visual Communication & New Media (AD773)
Faculty of Art & Design


MA Art & Design
May 2011

CANDIDATE’S DECLARATION

I declare that the work in this Design Report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicate or acknowledgment as referenced work. This design report has not been submitted to any other academic institution of non-academic institution for any other qualification.

In the event that my design report is found to violate the conditions mentioned above, I voluntarily waive the right conferment of my degree and agree to be subjected to the disciplinary rules and regulation of Universiti Teknologi MARA.

Name of Candidate	ANITH LIYANA BT. AMIN NUDIN
Candidate ID No	2009331971
Programme	AD773 (VISUAL COMMUNICATION & NEW MEDIA
Faculty	FACULTY OF ART & DESIGN
Design Report Title	Application of Information Graphics In Visualizing Data Through Local Newspaper

Signature of Candidate	
Date	27/5/2011

Abstract

The very wide world of information keeps on buzzing our minds day by day. From types of food we consume, the amount of employees that have been retrenched, the total SMS votes for a reality show on TV, the average hours spent on the road, and even from the garbage that we throw, all of these information are being communicated through various media, including newspaper. Diagrams, charts, maps or any visual aids or currently known as infographic, is defined as a visual language in delivering information at ease. As for Malaysia, some designers might have aware of the rising issues of information design and infographics but getting chance to apply the knowledge in the real industry is very thin for now. Daily newspapers are believed to establish the application of infographics just like USA today and New York times did 2-3 decades ago, and the trend went wide spreading to various media and purposes. The need in converging towards visual-oriented newspaper by using infographics is crucial, seems the world is gradually moving from a text-based to a visually-oriented society. Applying infographic to economical data in 'Laporan Ekonomi' is potential to manifest that it is able to encourage and enhance the readability of statistical data, besides opening the eyes of readers in reading visually. Overview, the emergence of well-designed infographics is very crucial in Malaysia to spark a new, competitive design dimension for designers besides contributing towards visual-oriented society.

Acknowledgement

*"The smallest act of kindness is
worth more than the grandest intention."*

Oscar Wilde

Alhamdulillah, my greatest gratitude to Almighty Allah s.w.t., for His bless and willing in completion of this study. I would like to thank my advisor, Assoc. Prof. Mazlan bin Md. Said for his wisdom, patience and kindness, it was an interesting experience to work hand-in-hand with him. I am also thankful to other lecturers who have contributed thoughts and opinions to my design and research, especially Assoc. Prof. Dr. Ruslan bin Abd. Rahim, Dr. Azhar bin Abd. Jamil, Mr. Mohd. Firdaus bin Khalid and Prof. Dato' Dr. Ahmad bin Zainuddin.

My appreciation also goes to Berita Harian Graphic Department, Arkib Negara, PTAR UiTM and public respondents for their professional cooperation in providing information and sources needed in this research. To designers all over the world, thank you for keeping us inspired by good design from time to time.

I am equally grateful for having a big-beloved family, who have never stop believing and understanding me. Especially to my husband and son, both of them encouraged me a lot to get through this, regardless anything. Last but not least, to my friends and colleagues, thank you for their support, courage, and competitiveness along the way.

I am blessed for being surrounded by good people and good environment, thank you to all of you again.

TABLE OF CONTENTS

Title Page	i
Candidate's Declaration	ii
Abstract	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	x
List of Figures	xi
List of Plates	xv
List of Symbols, Abbreviations and Nomenclature	xvi

CHAPTER 1: INTRODUCTION

1.1 Background of Problem	1
1.2 Historical Background	2
1.3 Terminologies	4
1.3.1 Infographics	4
1.3.2 Newspaper	4
1.3.3 Statistical Data	4
1.3.4 Variable	4
1.3.5 Laporan Ekonomi	5
1.3.6 Vector	5
1.4 Problem Statement	5
1.5 Significance of Problem	6
1.6 Aim and Objectives	6
1.6.1 Aim	6
1.6.2 Objectives	7
1.7 Research Questions	7